

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/805,870	Confirmation No.	1784
Applicant	:	Eric B. Watson, et al.		
Filed	:	03/22/2004		
Title	:	SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD		
Group Art Unit	:	4176		
Examiner	:	Darnell A. Pouncil		
Docket No.	:	306411.01/MFCP.140316		
Customer No.	:	45809		

VIA EFS-WEB SUBMISSION 7/21/2008

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. §1.111

In response to the Office Action mailed April 21, 2008, having a three-month deadline expiring on July 21, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

Remarks begin on page 9 of this paper.